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Sent: Tuesday, October 18, 2005 6:01 PM
To: ATR-Real Estate Workshop
Cc: FTCDOJworkshop@realtors.org
Subject: There is competition!

Having spent 25 years as a working real estate broker / trainer / manager before I switched to the Association side of the desk, I would suggest that I might be able to provide you with some historical perspective. In my opinion, there is more competition in real estate brokerage today than there ever has been!
Today's buying and selling consumer has choices of more agents offering more business models and levels of service than ever before.
Today's consumer is more aware of the real estate process and demands services tailored to his/her personal requirements.
As one of the ultimate entrepreneurial experiences, real estate brokerage is ever-evolving to meet the demands of its buyers and sellers as a requirement of business survival. The industry continues to be a successful model of cooperative competition that benefits the consumer and the economy.
Competition is alive and well in the marketplace served by my members, and in California, and in the United States.
I would respectfully suggest that your time may be better spent elsewhere.

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"Success is a journey, not a destination." - Ben Sweetland